

ABSTRACT OF THE DISCLOSURE

Vehicle owners or other users may obtain a motor vehicle engine oil having user desired enhancements, by using a wide area computer network, such as the Internet. In a preferred embodiment an electronic questionnaire is displayed on the user's computer screen, and the user answers inquiries about the environment of the use and desired operational characteristics of the desired oil, as well as information about the vehicle, ambient temperature, average driving distance, normal type of driving, and customer interest in fuel economy, cold weather starting, engine longevity and extended oil drain intervals and also to provide a centralized facility with information sufficient to determine what standard or customized motor oil would be most suitable for the user. A customized motor oil may be produced having a baseline motor oil from about 50 percent to 99.9 percent of the quality baseline oil with the remaining portion being customization additives. A desired property of the motor oil, for example, wear protection, fuel economy and the like could be varied by focusing on the desired percent change of the property desired, which might perhaps be 20%, or by changing the concentration of the oil additive to obtain such property.